

*Policy Symposium on NCD Prevention:*  
**Future directions for nutrition and physical activity policies  
to prevent NCDs across Europe**

Tuesday 14<sup>th</sup>- Thursday 16<sup>th</sup> June 2022  
Thon Hotel Brussels City Centre

**Symposium Chairs, Speakers & Panelists**

Introduction of the project coordinators, chairs of sessions, speakers and panelists.

**Project coordinators and Panelists**



*Professor Wolfgang  
Ahrens PEN  
Coordinator, Speaker of  
session 8*

**Professor Dr Wolfgang Ahrens**

Leibniz Institute for Prevention Research and Epidemiology – BIPS, Germany

Professor [Wolfgang Ahrens](#) is Deputy Scientific Director of the Leibniz Institute for Prevention Research and Epidemiology - BIPS in Bremen, Germany, and Head of the Department of Epidemiological Methods and Etiological Research. A key focus of his research addresses the causes of non-communicable diseases as well as their primary prevention and the scientific evaluation of intervention measures. Further research interests lie in the use of secondary data for epidemiological research. As network leader he coordinates the research of the JPI-HDHL Policy Evaluation Network (PEN) 'Public policies addressing health-related behaviours in Europe' ([www.jpi-pen.eu](http://www.jpi-pen.eu)) and the JPI-HDHL project 'Obesity prevention tailored to critical transition periods in the early life-course' (GrowH!; [www.growh.eu](http://www.growh.eu)). He has published more than 450 international peer-reviewed papers and authored/edited twelve books, amongst them the Handbook of Epidemiology, a major reference work.



*Dr Mojca  
Gabrijelčič JA Best-  
ReMaP Coordinator,  
Co-Chair of session 11*

**Dr Mojca Gabrijelčič**

Slovenian National Institute of Public Health (NIJZ)

Dr Mojca Gabrijelčič Blenkuš is a medical doctor and a specialist in public health. She also has a PhD in social sciences. Her fields of interest and expertise are nutrition, physical activity, and in last few years, aging and frailty. She was head of the Health Promotion center at the NIPH Slovenia from 2003 to 2010 and head of the Health Research and Health Development center from 2020 to 2021. Today, she is mostly involved in policy and programme development, and in research projects. Her main academic interest is in public policies; she holds assistant professorship at the Medical Faculty of University of Ljubljana where she teaches health promotion theory and health in all policies. She has been the WHO national counterpart for nutrition since 2000. She was a member of the drafting group of the WHO Obesity Charter in 2006, of the drafting groups for the preparation of the 'WHO Steps to Health – A European Framework to promote Physical Activity for Health 2007' document and of the drafting groups for the second and third FNAP for WHO European region. She has been actively involved in the work of the WHO action network on reducing marketing pressure to children since 2008. At EU level, she participated in the work of HLG on nutrition and physical activity and was nominated as a national representative in the Steering group for the Evaluation of the EU Platform on Nutrition, Physical activity and Obesity in 2009/10, and as a member of the Steering Group for the Evaluation of the EU White paper on nutrition 2007/13. She has coordinated the drafting processes for the first and the second Slovene nutrition and physical activity policy and background drafting process for the Longevity society strategy for Slovenia. She's the President of the EuroHealthNet Executive Board since 2018 and the President of the Slovene Public Health Expert Council since 2017.



*Jeroen Lakerveld PEN  
Deputy Coordinator  
and Speaker at the  
main plenary*

**Jeroen Lakerveld**

Amsterdam UMC, Netherlands

Jeroen Lakerveld is epidemiologist and public health researcher and acts as vice-coordinator of PEN. He leads a small but ambitious research group environmental determinants of lifestyle behaviours and chronic disease risk in adults: 'the Upstream Team'. In national and European projects his focus is mostly on environmental determinants of lifestyle behaviours and chronic disease risk, in particular how they can be measured, how they interact and how they can be changed.

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*Professor Knut-Inge  
Klepp CO-CREATE  
Coordinator, Speaker  
of session 2*

**Professor Knut-Inge Klepp**  
Norwegian Institute of Public Health (NIPH)

[Knut-Inge Klepp](#) is Executive Director for Mental and Physical Health at the NIPH and professor at the Department of Nutrition, University of Oslo. Klepp was Director General for Public Health at the Norwegian Directorate of Health from 2006 to 2015. He has published extensively in the field of adolescent health promotion and nutrition, and he has coordinated and served as investigator on several EU funded research projects, including the CO-CREATE project. Professor Klepp has previously chaired the Norwegian National Council on Nutrition and Physical Activity, he is former president of the International Society of Behavioral Nutrition and Physical Activity, and he is currently a member of the WHO's Nutrition Expert Advisory Group (NUGAG) Subgroup on Policy Actions.



*Professor Franco  
Sassi STOP  
Coordinator, Co-  
Chair of session 7 &  
13, Speaker of  
session 2*

**Professor Franco Sassi**  
Imperial College London

Professor [Franco Sassi](#) graduated with a degree in economics and a doctorate in health economics from the University of London in 2000. He is currently Chair in International Health Policy and Economics and Director of the Centre for Health Economics & Policy Innovation at Imperial College Business School, and a Senior Health Economist at the OECD (on leave). Previously he was Senior Lecturer in Health Policy at the London School of Economics and Political Science (LSE), and held adjunct and visiting positions at a number of universities in the US, including the University of California at Berkeley, Harvard University, the University of California at San Francisco, and Duke University — as well as at the at the Université de Montréal in Canada and at the Università Cattolica del Sacro Cuore in Rome. Professor Sassi's research focuses on economic analysis of health services, the economics of chronic disease prevention and measuring inequalities in access to healthcare. He is Principal Investigator and Project Coordinator on the European Commission funded Horizon 2020 project 'Science & Technology in childhood Obesity Policy (STOP)'. He is the lead author of *Obesity and the Economics of Prevention: Fit not Fat* (OECD and Edward Elgar, 2010), editor and author of *Tackling Harmful Use: Economics and public health policy* (OECD, 2015) and *Promoting Health, preventing disease: The economic case* (OUP, 2015); and author of a large number of publications on the economics of chronic disease prevention.



*Professor Catherine  
Woods Chair and  
speaker of session 5  
and at the main  
plenary*

**Professor Catherine Woods**  
Physical Activity for Health Research Cluster, Health Research Institute, Department of Physical Education and Sport Sciences, Faculty of Education and Health Sciences, University of Limerick, Limerick, Ireland

[Prof Catherine Woods](#) is Chair of PA for Health in the Department of Physical Education and Sport Sciences at the University of Limerick (UL). She is a member of UL's Health Research Institute, and Director of Collaboration & Internationalisation within the Physical Activity for Health Research Cluster in UL. Prof Woods' research cuts across the HRI themes of lifestyle, health and technology. She enjoys developing and testing theoretically sound interventions to change population levels of PA, and seeks better, more systematic methods of bringing research, practice and policy closer together to achieve real and sustainable impact. Prof Woods believes that PA is a best buy for public health as it has the potential to improve health and wellbeing for everyone, irrespective of age, ability or condition. Prof. Woods is the Deputy Coordinator of the PEN project, and chair of WP1 Task 1.2 tasked with leading on the development of a Physical Activity Policy Environment Index (PA EPI) — a monitoring framework to assess government policies and actions for creating a healthy PA environment.

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**Dr Francesco Branca**  
World Health Organization

*Dr Francesco Branca  
Speaker of the  
satellite session*

[Francesco Branca](#) is the Director of the Department of Nutrition and Food safety in the World Health Organization, Geneva (since 2020). From 2008 to 2019, he was the Director of the Department of Nutrition for Health and Development. During this period, WHO has developed a WHO Nutrition strategy, established a new nutrition guideline development process and has developed a Comprehensive Implementation Plan on Maternal, Infant and Young Child Nutrition with six global targets. He has been leading the preparation of the 2nd International Conference on Nutrition and the Secretariat of the Decade of Action on Nutrition. Dr Branca graduated in Medicine and Surgery specializing in Diabetology and Metabolic Diseases at University' Cattolica del Sacro Cuore and obtained a Msc and a PhD in Nutrition at Aberdeen University.



**Caroline Costongs**  
EuroHealthNet

*Caroline Costongs  
Chair of the panel  
discussion at the  
main plenary*

[Caroline Costongs](#) is Director of EuroHealthNet and expert in public health and health promotion. Caroline leads a multi-disciplinary team working on European and (sub)national policy, advocacy, research and capacity building addressing health inequalities. Caroline is active in various EU and WHO fora, as well as in Advisory Boards such as for APHEA (Public Health Education Accreditation Agency) and various EU projects and is a member of the ICC – International Council for the European Public Health Conference.

Caroline has a strong international background with 25+ years of public health, health equity and health promotion experience. In 1992 she started her career as a researcher at the National Capacity Building Institute (INICE) of the Honduras Ministry of Education. She subsequently worked for the Health Institute of the Liverpool John Moores University and the Netherlands Olympic Committee and Sports Confederation (NOC\*NSF) linking health and physical activity. In 2000, she joined the European Network of Health Promoting Agencies (ENHPA), where she helped establish EuroHealthNet as a not-for-profit association with legal statutes in Belgium. Caroline graduated from the University of Maastricht with a MSc in Public Health.



*Roxane Berjaoui  
Panellist*

**Roxane Berjaoui**

Department of European and International Affairs, Directorate General for Health at the Ministry of Solidarity and Health France



*Artur Furtado  
Panellist*

**Artur Furtado**

European Commission, DG Sante, Luxemburg



*Sirpa Sarlio*

**Sirpa Sarlio**

Ministerial Advisor at Ministry OF Social Affairs AND Health Finland, and University of Helsinki

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**Symposium chairs and speakers**



*Dr Karim Abu-Omar Speaker of session 6 & 8*

**Dr Karim Abu-Omar**  
Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), Germany

[Karim Abu-Omar](#) is a lecturer at the Department of Sports Science and Sport at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), Germany. He is Co-Director of the WHO Collaborating Centre for Physical Activity and Public Health at FAU. His primary research focus is on the interrelations between physical activity promotion and planetary health. Other research interests include health promotion policy development and implementation, scaling of public health interventions, and physical activity surveillance.



*Dr Olivier Allais Speaker of session 7 & 13*

**Dr Olivier Allais**  
INRAE

[Olivier Allais](#) is an economist, senior researcher at INRAE. From 2011, he is the director of the Research Unit Aliss, and belongs to the scientific board of the French food products observatory OQALI. He has been involved in many European and national projects dealing with food policy evaluations fiscal, food labelling, and product reformulation. His past and ongoing projects allow him to work with sociologist, epidemiologists, nutritionist, and data science researchers. He is the WPL of WP4 on evaluation of fiscal and food labelling policies in STOP.



*Dr Evelyne Baillergeau Speaker of session 2*

**Dr Evelyne Baillergeau**  
University of Amsterdam

Evelyne Baillergeau serves as assistant lead of CO-CREATE's Work Package 5, aimed at recruiting and engaging 15 "Youth Alliances for Overweight Prevention Policies" across Europe. She is a senior researcher at the University of Amsterdam (Department of Sociology). Her research is about the ways in which young individuals engage with the future through their commitments in their daily lives and the role of the social and cultural context in their attitudes toward the future. She is co-coordinator of the Research Network Youth and Generation at the European Sociological Association.



*Anna Banik Speaker of session 10*

**Anna Banik**  
SWPS University of Social Sciences and Humanities, Warsaw, Poland

PhD, assistant professor at SWPS University of Social Sciences and Humanities (Poland), specializing in research on psychosocial determinants of the health behaviour change process. Postdoctoral researcher and co-investigator in national and European Commission funded research projects considering healthy lifestyle outcomes.



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*Dr Alijadallah  
Belabess Speaker of  
session 13*

**Dr Alijadallah Belabess**  
Imperial College London

[Alijadallah](#) joined Imperial College Business School in September 2018 working on the Science & Technology in Childhood Obesity Policy (STOP) project. His current research focuses on using mathematical models to produce estimates of the future burden of childhood obesity in the EU, its impact on health care expenditure, delivery, population well-being, health, and socio-economic inequalities, as well as estimating changes in these impacts through exploring various health and non-health-related policy options.



*Judith Benedics  
Speaker of session  
14*

**Judith Benedics**  
BMASGK, Austria



*Betina Bergmann  
Madsen Speaker of  
session 14*

**Betina Bergmann Madsen**  
CPH-MUN, Denmark



*Margarida Bica  
Speaker of session 11*

**Margarida Bica**  
Portuguese Directorate-General of Health

Public Health Nutritionist, with experience in governmental, non-profit, and international organisations. Has been dedicated mainly to childhood obesity and digital marketing, especially on monitoring and reducing children's exposure to unhealthy products. Works at the Portuguese National Program for the Promotion of Healthy Eating of the Directorate-General of Health, integrating the leading team of the Best-ReMaP Joint Action Work Package on best practices to reduce unhealthy food marketing to children and adolescents.



*Dr Francesco Branca  
Speaker of the  
satellite session*

**Dr Francesco Branca**  
World Health Organization

[Francesco Branca](#) is the Director of the Department of Nutrition and Food safety in the World Health Organization, Geneva (since 2020). From 2008 to 2019, he was the Director of the Department of Nutrition for Health and Development. During this period, WHO has developed a WHO Nutrition strategy, established a new nutrition guideline development process and has developed a Comprehensive Implementation Plan on Maternal, Infant and Young Child Nutrition with six global targets. He has been leading the preparation of the 2nd International Conference on Nutrition and the Secretariat of the Decade of Action on Nutrition. Dr Branca graduated in Medicine and Surgery specializing in Diabetology and Metabolic Diseases at University' Cattolica del Sacro Cuore and obtained a Msc and a PhD in Nutrition at Aberdeen University.

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*Dr Marie Bragg  
Speaker of session 11*

**Dr Marie Bragg**  
New York University

[Marie's](#) research examines how unhealthy food advertising—especially on social media—affects the way children and adolescents make food choices. Her lab's work focuses primarily on youth of colour because food and beverage companies disproportionately target them in advertisements featuring the least healthy products. Their recent work has documented the extent to which Kid Influencers promote unhealthy food and beverages on YouTube.



*Ms Nicole den Braver  
Speaker of session 5*

**Ms Nicole den Braver**  
Amsterdam UMC, Netherlands

Nicole den Braver is a postdoctoral researchers at the department of Epidemiology & Data Science of the Amsterdam UMC. The main focus of her research is to study pathways between aspects of built environment, lifestyle behaviors and non-communicable diseases. Her thesis was on built environmental characteristics related to physical activity and dietary behaviors, and the incidence and progression of type 2 diabetes. In the Policy Evaluation Network (PEN), Nicole is involved in the development of a physical activity environment policy index.



*Dr Hannah Brinsden  
Chair of session 2 and  
speaker in the closing  
plenary session*

**Dr Hannah Brinsden**  
World Obesity, UK

[Dr Hannah Brinsden](#) is Director of Policy at the World Obesity Federation where she leads the organisations policy and advocacy work. Hannah has over 10 years experience working in national and international NGOs, campaigning for healthier environments to improve global health. She is a Registered Public Health Nutritionist, has a degree in Nutrition and Food Science from Reading University, a PhD in Food Policy from City, University of London and was a Fellow of the Lancet Commission on the Global Syndemic of Obesity, Undernutrition and Climate Change. Hannah's key interests include childhood obesity, nutrition and commercial determinants.



*Dejan Bojanic  
Speaker of session 2*

**Dejan Bojanic**  
Save the Children

Dejan Bojanic is the Chief Executive Officer at Save the Children's youth organisation in Sweden. Forbes listed him on their annual 30 under 30 list for "championing European's rights and their political movements", for his work in children's rights protection, youth development and public governance. He has been in the leadership of national, European and global movements bringing together children and youth organisations to advocate for attainment of human rights for children and young people. Dejan serves on the Scientific and Advisory Board for CO-CREATE as an advisor on children and youth participation in designing policies and action to prevent obesity in adolescents.



*Katarzyna Brukało  
Speaker of session 14*

**Katarzyna Brukało**  
SUM, Poland

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*Zuzanna Burzynska Speaker of session 2*

**Zuzanna Burzynska**  
CO-CREATE Youth Declaration Task Force

My name is Zuzanna Burzyńska and I am an 18-year-old student from Poland who graduated from high school this April. Since 2020 I have been taking part in the CO-CREATE Youth Declaration Task Force project as the only Polish representative in the group consisting of youth advocates from four European countries. The main objective of the mentioned program was to create a document, which would be targeted at politicians and other stakeholders and would contain several demands/ideas concerning our perspective on the obesity problem and what ought to be done to eliminate or minimize it. We adopted the declaration in November 2020 and have been promoting it ever since during online and in-person conferences.



*Figure 1 Dr Michele Cecchini Speaker of session 9*

**Dr Michele Cecchini**  
OECD

**Michele Cecchini** is responsible for work on Public Health at the OECD where he focuses on priority setting and programme evaluation of policies influencing population health. He is the author and editor of a large number of publications on economic aspects of public health, including the OECD publication "The Heavy Burden of Obesity - The Economics of Prevention". He holds a position of adjunct professor in applied health economics at the University of Siena and served as a temporary advisor to government and intergovernmental agencies such as the WHO, IARC, EC and the World Bank. Michele is a medical doctor specialized in public health and holds a Master degree from the London School of Economics and PhD from Imperial College London.



*Ekaterina Chikova-Iscener Speaker of session 14*

**Ekaterina Chikova-Iscener**  
National Center for Public Health and Analysis (NCPHA), Bulgaria

Ekaterina Chikova-Iscener is involved in the work packages of Best-ReMap including food procurement in public institutions and food monitoring and reformulation.



*Caroline Costongs Chair of the panel discussion at the main plenary*

**Caroline Costongs**  
EuroHealthNet

[Caroline Costongs](#) is Director of EuroHealthNet and expert in public health and health promotion. Caroline leads a multi-disciplinary team working on European and (sub)national policy, advocacy, research and capacity building addressing health inequalities. Caroline is active in various EU and WHO fora, as well as in Advisory Boards such as for APHEA (Public Health Education Accreditation Agency) and various EU projects and is a member of the ICC – International Council for the European Public Health Conference.

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**Wim Debeuckelaere**  
DG SANTE

*Wim  
Debeuckelaere  
Speaker of session  
14*



**Sanne Djojoseparto**  
Univesity of Utrecht, Netherlands

*Sanne  
Djojoseparto  
Speaker of session  
7*

[Sanne Djojoseparto](#) is a PhD Candidate at the Department of Human Geography and Spatial Planning at Utrecht University. Her research focuses on the evaluation of governmental policies influencing food environments. With her research, she aims to gain insight into how governmental policies could be improved to create healthy food environments. In addition, she aims to understand the differential impact of food environment policies on different socioeconomic groups.



**Dr Sarah Forberger**  
Leibniz Institute for Prevention Research and Epidemiology – BIPS, Germany

*Dr Sarah Forberger  
Speaker of session  
10*

[Sarah Forberger](#) is a senior researcher in the Department of Prevention and Evaluation. Her main research interests are in the field of evidence-based Public Health and Public Policy. Her focus is on implementation research with particular attention to the interaction between setting/system and intervention and the role of contextual factors, as well as the application of findings from behavioural science (nudging) for public health and public policy making in the field of physical activity promotion and nutrition.



**Maria Joao Gregorio**  
Portuguese Directorate-General of Health

*Maria Joao Gregorio  
Speaker of session  
11*

Maria João Gregório is currently the Director of the Portuguese National Programme for the Promotion of Healthy Eating of the Directorate-General of Health. She is also an Assistant Professor on Food and Nutrition Policy at Faculty of Nutrition and Food Sciences of the University of Porto. She is a registered public health nutritionist with a PhD in Food Consumption Sciences and Nutrition.

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*Peter Gelius Chair of  
plenary part I &  
Speaker of session 5*

**Peter Gelius**

Friedrich-Alexander University Erlangen-Nürnberg, Germany

[Peter Gelius](#) is a research associate at the Department of Sport Science and Sport at Friedrich-Alexander University Erlangen-Nürnberg (FAU). He also is a co-director of the department's WHO Collaboration Centre for Physical Activity and Public Health. His main research interests include physical activity policy, knowledge co-production in health promotion, and health promotion theory. He has been involved in several projects related to policy monitoring and participatory physical activity promotion, including the transdisciplinary Capital4Health consortium. He regularly consults the World Health Organization on issues of physical activity policy.



*Pedro Goncalves  
Panellist of session 2*

**Pedro Goncalves**

CO-CREATE Youth Task Force

Pedro is a Portuguese design student and Scout inspired to create a better world. He is a member of the CO-CREATE youth alliance in Portugal; and a core member of the CO-CREATE Youth Task-Force. His engagement in the youth alliances involved developing policy ideas to halt the rising childhood obesity epidemic in Europe and refining them through dialogue forums. The Taskforce launched a Youth Declaration in 2020 with four demands to push policymakers and stakeholders in Europe to act on childhood obesity now. Since the adoption of the declaration, Pedro with members of the Youth Task Force has promoted the declaration at events including the City Food Symposium, EAT@Home webinar, and the CO-CREATE Youth Virtual Seminar.



*Dr Janas Harrington  
Chair and Speaker of  
session 1 & 3 and of  
the main plenary  
session*

**Dr Janas Harrington**

University College Cork (CHDR), Cork, Ireland

Janas Harrington is a Senior Lecturer in Public Health Nutrition and programme Director of the BSc Public Health Sciences, University College Cork. She leads the Food Policy Research team in the Centre for Health and Diet Research, School of Public Health, UCC. My research is focused on food policy and dietary pattern analysis. More specifically, she studies the upstream determinants of population diets and the association between diet patterns and chronic disease, including obesity. Dr Harrington currently focuses on the impact of Government food policies on the healthiness of food environments and identification of best practice for developing sustainable food-based dietary guidelines. She has successfully led national and European research projects and is currently a work package leader for a JPI-HDHL funded 'Policy Evaluation Network (PEN)' evaluating the effectiveness of existing policies for lifestyle interventions.



*Dr Antje Hebestreit  
Chair and Speaker  
of session 6 & 8*

**Dr Antje Hebestreit**

Leibniz Institute for Prevention Research and Epidemiology – BIPS, Germany

[Dr Antje Hebestreit](#) is head of the Unit Lifestyle-Related Disorders at the Leibniz Institute for Prevention Research and Epidemiology – BIPS. In the JPI-HDHL funded project DEDIPAC, she developed a roadmap towards a harmonized health surveillance in Europe; Since 2018 she chairs work package 2 on monitoring and surveillance of the JPI-HDHL project 'Policy Evaluation Network (PEN)' aiming at the establishment of such a harmonized surveillance system. As nutritional epidemiologist, her work has focused on determinants and health consequences of dietary behaviour, dietary intake, physical activity and sedentary behaviour in youth, with a strong interest in underlying mechanisms and innovations in risk factor research.

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*Arnfinn Helleve*  
*Speaker of session*  
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**Arnfinn Helleve**

Norwegian Institute of Public Health (NIPH)

Arnfinn Helleve is a sociologist, with work experiences from the Norwegian Directorate of Public Health and is currently working as the Head of the Centre for Evaluation of Public Health Measures at the Norwegian Institute of Public Health. His research interest is evaluation of public health measures. He leads a work package In CO-CREATE.



*Dr Carlijn Kamphuis*  
*Co-Chair of session*  
7

**Dr Carlijn Kamphuis**

University of Utrecht, Netherlands

[Carlijn Kamphuis](#) is a health scientist by training and working as an Associate Professor of Public Health at the Department of Interdisciplinary Social Science, Utrecht University, the Netherlands. With her research, she aims to increase our understanding of how physical, socio-cultural and policy-environmental factors contribute to socioeconomic inequalities in health and health-behaviours (e.g. food consumption, physical activity). She leads the work package on policy in practice – selected case studies in PEN.



*Professor Sonja Kahlmeier*  
*Chair of opening plenary session*

**Professor Sonja Kahlmeier**

Swiss Distance University of Applied Sciences (FFHS)

[Sonja Kahlmeier](#) has been at the FFHS since November 2018, where she heads the Health Department. Her focus is on physical activity and health, where she deals with policies and strategies for promoting physical activity, with transport-related and economic approaches. She worked at the Institute for Epidemiology, Biostatistics and Prevention (EBPI, formerly ISPM) at the University of Zurich, and at the Division for Noncommunicable Diseases and Environment at the European Regional Office of the World Health Organization, where she was responsible for the same topics. For over 10 years, she coordinated the European network for the promotion of health-enhancing physical activity (HEPA Europe), whose development she led at the WHO from 2005 onwards. She has also supported the development of the European Strategy for Physical Activity and Health.



*Dr Liam Kelly*  
*Speaker of session*  
5

**Dr Liam Kelly**

Physical Activity for Health Research Cluster, Health Research Institute, Department of Physical Education and Sport Sciences, Faculty of Education and Health Sciences, University of Limerick, Limerick, Ireland

Dr Kelly is currently working as a Post-Doctoral Researcher at the University of Limerick in the area of Physical Activity (PA) and Health Policy; Policy Evaluation Network (PEN). Dr Kelly is project manager for WP1 Task 1.2. tasked with leading on the development of a PA Policy Environment Index (PA-EPI) – a monitoring framework to assess government policies and actions for creating a healthy PA environment and is current acting chair of the PEN Early Careers Network. Dr Kelly graduated from the National Centre for Men's Health at IT Carlow, Ireland. The focus of his PhD was an evaluation of a community-based PA programme targeted at previously inactive men; 'Men on the Move'. Dr Kelly previously spent 13 years working in Architecture. His research interests include policy evaluation, PA promotion and men's health.

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*Professor Michael  
Laxy Co-Chair of  
session 13*

**Professor Michael Laxy**  
Helmholtz Munich – Institute of Health Economics

[Michael Laxy](#) is Assistant Professor of Public Health and Prevention at the Technical University of Munich, Group Leader the Institute of Health Economics and Health Care Management at Helmholtz Munich and Adjunct Professor of Global Health at Emory University – Rollins School of Public Health. Professor Laxy studies disease prevention in the context of public health and health care systems. He uses methods from the fields of economics and epidemiology to generate evidence on determinants and consequences of non-communicable diseases and on the health, economic and equity impact of interventions and policies to prevent and treat these conditions. He co-leads the work package on estimation and simulation of policy impact in PEN.



*Tale Lejon Panellist  
of session 2*

**Tale Lejon**  
CO-CREATE Youth TaskForce

Member of the CO-CREATE Youth Task Force and National Board Member of Press - Save The Children Youth Norway. Especially interested in social media marketing, as well as the connection between physical activity and mental and physical health. Access to nutrition is also an important matter, as someone who has grown up with a large amount of food allergies and problems with both mental and physical health.



*Professor Nanna  
Lien Chair of  
session 4*

**Professor Nanna Lien**  
University of Oslo, Norway

Professor Nanna Lien of the Department of Nutrition at the University of Oslo, Norway has more than 15 years of experience in school-based intervention research in nutrition and obesity prevention. The focus of her research has developed from effectiveness studies testing interventions in randomized controlled trials to the challenges of achieving population impact of these interventions considering the complex systems in which they will be implemented. Understanding and preventing social inequalities in dietary behaviours and obesity has been a subtheme of her research throughout. She is project member in CO-CREATE and PEN.



*Dr Jaana Lindstrom  
Chair of session 9*

**Dr Jaana Lindstrom**  
Finnish Institute for Health and Welfare, Finland

MSc in nutrition, PhD in public health. Research Manager and team leader in the Finnish Institute for Health and Welfare, with expertise in risk identification and prevention of type 2 diabetes with lifestyle intervention. Interested in interventions in individual, environmental, health care, and policy levels. Leader of the WP3 (evaluation) in Best-ReMaP



*Barbara Lončarek  
Speaker of session  
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**Barbara Lončarek**  
CCIS

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*Karolina  
Lobczowska  
Speaker of session  
10*

**Karolina Lobczowska**

SWPS University of Social Sciences and Humanities, Warsaw, Poland

PhD Karolina Lobczowska is assistant professor at SWPS University of Social Sciences and Humanities (Poland), specializing in research on psychosocial determinants of the health behaviour change process. Postdoctoral researcher and co-investigator in national and European Commission funded research projects considering healthy lifestyle outcomes. She is project member in PEN.



*Professor Mario  
Mazzocchi Speaker  
of session 13*

**Professor Mario Mazzocchi**

University of Bologna

[Mario Mazzocchi](#) is professor in Economic Statistics at the University of Bologna, and has been a lecturer in Consumer Behaviour at the University of Reading. He is co-editor in chief of the journal Food Policy, and a member of the Social Research Methods working group of EFSA. He has collaborated as an expert on policy evaluation with FAO and the European Commission. He has led research teams in several EC-funded projects and international initiatives, including the national co-ordination of the Policy Evaluation Network (PEN) within the JPI-HDHL, leading also the work package on estimation and simulation of policy impact. He has published two books, with Oxford University Press (Fat Economics) and Sage (Statistics for Marketing and Consumer Research) and more than 60 Scopus-indexed articles.



*Dr Sven Messing  
Speaker of session  
5*

**Dr Sven Messing**

Friedrich-Alexander University Erlangen-Nürnberg (FAU), Germany

Sven Messing is a research associate at the Department of Sport Science and Sport at Friedrich-Alexander University Erlangen-Nürnberg (FAU). He also is a researcher at the department's WHO Collaboration Centre for Physical Activity and Public Health. With a background in political science, his research focuses on policies and interventions to promote physical activity. He has been involved in the development of Germany's National Recommendations for Physical Activity and Physical Activity Promotion and other national and international projects.



*Professor Daniele  
Moro Speaker of  
session 7*

**Professor Daniele Moro**

University of Piacenza

[Daniele Moro](#) is Full Professor in the Department of Economics and Social Sciences at Università Cattolica, Piacenza. His main research interests are price analysis and the evaluation of policy interventions in agricultural and food markets, and applied quantitative methods.

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*Dr Magdalena Muc  
da Encarnação  
Speaker of session  
11*

**Dr Magdalena Muc da Encarnação**  
The Open University UK

Magdalena Muc da Encarnação is a researcher working in the field of public health and food policy. Her main research the interest is the impact of marketing of unhealthy food on children, especially in digital media, monitoring and restrictions of such marketing and its privacy implications. Her previous work included systematic review of evidence for Public Health England, Wellcome funded qualitative study of children's attitudes towards online marketing, WHO commissioned work on sugar tax and salt content in bread in Portugal. Currently she is working on the development of the EU-wide protocol to monitor unhealthy food marketing to children.



*Laurent Muller  
Speaker of session  
13*

**Laurent Muller**  
Institute National de la Recherche Agronomique (INRAE)

[Laurent Muller](#) is a research director at the French National Research Institute for Agriculture, Food and the Environment (INRAE) at the Applied Economics Laboratory of Grenoble (GAEL). His general research theme is the economic analysis of individual consumer food behaviors using experimental economics methods. The first theme concerns the economic determinants of final food consumption behaviors and the inflection of these behaviors by public incentive policies. The second theme concerns the development of new experimental methodologies; the goal is to improve and make the method more reliable in order to obtain reproducible and predictive results in the laboratory. He is a project member in STOP and PEN.



*Dr Annabel Müller-  
Stierlin Speaker of  
session 10*

**Dr Annabel Müller-Stierlin**  
Ulm University, Germany

[Annabel Müller-Stierlin](#) is a nutrition scientist and biostatistician working as postdoctoral researcher at Ulm University at the Department of Psychiatry II and Institute for Epidemiology and Medical Biometry. Her research focuses, among other things, on somatic care for people with mental illnesses by means of integrated care approaches that take greater account of lifestyle-related risk factors, such as dietary habits. The research projects cover a very broad spectrum of methods, mainly in the framework of health care services research and implementation science. All projects are characterized by recovery-oriented, interdisciplinary consortia who aim to take into account various perspectives from service users, relatives and professionals. She has joined Professor Steinacker's team in the working package on policy implementation evaluation in PEN, primarily due to her expertise with stakeholder consultation studies.



*Dr Celine Murrin  
Chair and Speaker  
of session 6 & 8*

**Dr Celine Murrin**  
University College Dublin, Ireland

[Celine Murrin](#) is a lecturer in Public Health Nutrition in University College Dublin and Deputy Director of the National Nutrition Surveillance Centre. She is a project partner on the JPI-HDL 'Policy Evaluation Network (PEN)' and is Co-Chair of work package 2 on monitoring and surveillance. Her research to date has focused on the area of child obesity; she is a lead investigator for the 'Irish Childhood Obesity Surveillance Initiative'. Her research interests are broadly within the socio-ecological determinants of dietary behaviours in early life with a particular interest in youth perceptions of the food environment.

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*Samantha  
Nesrallah Panellist  
of session 2*

**Samantha Nesrallah**  
EAT / CO-CREATE

Samantha Nesrallah is a Project Portfolio Manager at EAT. In this role she provides oversight and strategic guidance on the implementation and monitoring of projects at EAT, including the CO-CREATE project. Prior to joining EAT in 2019, Samantha worked in nutrition policy for Health Canada, where she contributed to the development of two national public policies, the revision of Canada's food-based dietary guidelines, and a policy to restrict unhealthy food and beverage marketing to children. She also played an active role in the Government's international public health nutrition efforts and worked with the WHO's Regional Office for Europe to pilot a protocol to monitor digital food marketing to children in Canada. Over the last seven years, Samantha has held various positions in clinical and community nutrition, serving clients with diverse conditions. Samantha holds a Master of Public Health from Western University and an Honours Bachelor of Nutrition Sciences from the University of Ottawa. She also has a technical background as a Registered Dietitian.



*Margot Neveux  
Speaker of session  
11*

**Margot Neveux**  
World Obesity Federation

[Margot Neveux](#) holds a BA in Global Health and International Comparative Studies from Duke University, an MPH from ICL and is currently pursuing an MSc in Clinical and Public Health Nutrition at UCL. In parallel, Margot is working as a Senior Policy Manager at World Obesity Federation (WOF) where she has been since 2018. Margot has been working across WOF's global advocacy and childhood obesity portfolios, which included working across the two Horizon-2020 projects STOP and CO-CREATE. Dedicated to making the voices of youth more prominent in global NCD plans and responses, Margot has also been actively working towards increasing youth representation and engagement in World Obesity's work.



*Kate Oldridge-  
Turner Speaker at  
the main plenary*

**Kate Oldridge-Turner**  
World Cancer Research Fund International

Kate Oldridge-Turner is Head of Policy and Public Affairs at World Cancer Research Fund International and leads the organisation's policy work in areas related to diet, weight and physical activity and cancer and NCD prevention. Kate has a background in Human Rights Law and social policy and has worked in a range of sectors including food and physical activity policy.



*Eleftheria  
Papachristou  
Speaker of session  
14*

**Eleftheria Papachristou**

ICH, Greece

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*Dr Elisa Pineda*  
Speaker of session  
1 & 3

**Dr Elisa Pineda**

Centre for Health Economics and Policy Innovation Imperial College London

Elisa Pineda is a Doctor in Epidemiology and Public Health Nutrition. She works at the Centre for Health Economics & Policy Innovation (CHEPI) and at the School of Public Health at Imperial College London. Her current research focuses on the food environment and the prevention of non-communicable diseases. Among the projects that she is involved with are the Science & Technology in Childhood obesity Policy (STOP) Project and the NIHR Global Health Research Unit in Cardiovascular Disease & Diabetes among South Asians. She has also worked as a consultant at the World Health Organisation (WHO) and the UK Health Forum. Elisa holds a PhD in Epidemiology and Public Health Nutrition from University College London (UCL), an MSc in Nutritional Science from the Food and Development Research Centre (CIAD) in Mexico and a BSc in Chemical-Biology with a speciality in food technology from the University of Sonora in Mexico.



*Dr Maartje Poelman*  
Co-Chair and Speaker  
of session 1 & 3 and  
Speaker at the main  
plenary

**Dr Maartje Poelman**

Wageningen University and Research, Netherlands

Maartje Poelman has a Nutrition (BSc) and Public Health Sciences (MSc, PhD) with an expertise in Prevention and Public Health Nutrition. Her research addresses the food environment and how individuals interact with this environment. Moreover, her work is aimed at studying strategies that could improve the food environment. She is project partner in PEN and co-leads the work package on policy mapping and Environment Policy Index (EPI) development.



*Nikolai Pushkarev*  
Co-Chair of session  
11

**Nikolai Pushkarev**

European Public Health Alliance (EPHA)

[Nikolai Pushkarev](#) is Senior Policy Manager for Healthy Environments and Policy Coordinator at the European Public Health Alliance (EPHA), a leading civil society network working to improve health and strengthen the voice of public health in Europe. As senior policy manager Nikolai leads EPHA's activities on food systems and non-communicable diseases (NCDs) prevention, promoting policies to tackle the common risk factors for NCDs, and to advance a transition towards sustainable food systems with health-enabling food environments. As policy coordinator he contributes to the strategic alignment of EPHA's policy activities for enhanced impact. Previous experiences include human rights, environment, energy, as well as work in the cultural and private sectors. He gained an MA in European Law from Maastricht University and a postgraduate degree in agricultural economics through the School of Oriental and African Studies, University of London.



*Michelle Pusquin*  
Speaker of session  
12

**Michelle Pusquin**

UHasselt

Michelle's research focuses on examining how the environment affects human health with the ultimate goal of providing evidence for creating healthier environments and lives. This work involves uncovering molecular mechanisms in the interaction between environment and health through (cross) -OMIC, cellular and molecular biology analysis, while exposure conditions include environmental pollution and lifestyle factors such as breastfeeding, obesogenic environments and socio-economic status.

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*Professor Davide  
Rasella Speaker of  
session 13*

**Professor Davide Rasella**  
Barcelona Institute of Global Health, ISGlobal

[Davide](#) is a social epidemiologist and head of the Health Impact Assessment (HIA) Group at ISGlobal. He has worked for nearly twenty years in public health of vulnerable populations in Latin America and Sub-Saharan Africa, ranging from field epidemiology in humanitarian emergencies to academic research on the effectiveness of public policies. During the last decade he has focused his work on quasi-experimental methods for retrospective impact evaluations, and on microsimulation and compartmental models to forecast and compare the effectiveness of alternative policy implementations.



*Arnhild Haga  
Rimestad Speaker  
of session 1 & 3*

**Arnhild Haga Rimestad**  
Norwegian Ministry of Health and Care Services

Arnhild Haga Rimestad is a nutritionist and has been working in the food and nutrition section of the Norwegian Ministry of Health and Care Services since 2014. Before that, she was Department director for the Department of Nutrition in the Norwegian Directorate of Health for several years. Arnhild's main focus of work is to follow up on the Norwegian nutrition policies and Nordic collaboration related to nutrition and food security



*Oliver Robinson  
Speaker of session  
12*

**Oliver Robinson**  
Imperial College London

Dr. Oliver Robinson (M) is Lecturer in Molecular Epidemiology at the School of Public Health, ICL and a UKRI Future Leaders Fellow. He was previously the scientific coordinator of FP7 Helix project and has worked extensively in biomarker and child health studies. His current focus involves using metabolomics and epigenetics in cohort studies at all life-course stages to understand biological ageing processes and factors including nutrition and obesity that influence healthy ageing trajectories.



*Anaely Aguiar  
Rodriguez Speaker  
of session 4*

**Anaely Aguiar Rodriguez**  
University of Bergen, Norway

Anaely Aguiar Rodriguez is a PhD student in System Dynamics at the University of Bergen. Her research interests are primarily driven by understanding how to tackle complex societal challenges, specially, public health problems affecting youth. Her research project applies participatory methods, including Group Model Building, as well as quantitative simulation methods to studying the underlying feedback mechanisms responsible for increasing adolescent overweight and obesity trends and investigate how these mechanisms can be mitigated.



*Almudena Rollán  
Speaker of session  
1 & 3*

**Almudena Rollán**  
Spanish Agency for Food Safety and Nutrition (AESAN)

Almudena Rollan has a degree in Veterinary Medicine and a Diploma in Public Health. Throughout her professional career, she has held different roles in areas related to food security and nutrition. She has also worked at the International Relations Unit of the Ministry of Health, coordinating the position of the Ministry in different international fora. Since 2021, she coordinates the Spanish Strategy on Nutrition, Physical Activity and for Obesity Prevention at the Spanish Agency for Food Safety and Nutrition. She is involved in the design, implementation and evaluation of different initiatives to promote healthy food environments and to reduce the prevalence of overweight and obesity in Spain.

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**Eduard Romanenko**



*Speaker of session  
13*

University of Oslo, Public Health in Nutrition Group

[Eduard](#) is a system dynamics modeler who completed MPhil in system dynamics from the University of Bergen and currently has his PhD dissertation under evaluation there. Since 2020, Eduard has been working as a modeler/researcher in CO-CREATE project, specifically on simulation-based analysis of policies to reduce overweight and obesity among adolescents. Eduard's research interests include systems approaches, quantitative modelling and data-based analysis as applied to public health issues.



*Ms Rose Tamsin  
Speaker of session  
1 & 3*

**Ms Rose Tamsin**

Senior Fellow for Health, Friends of Europe

Tamsin Rose has more than 20 years experience working in public health and citizen participation in Europe. Interested in systems approaches that link major societal challenges, for example, climate-health-energy and food transitions.



*Michael Serneels  
Speaker of session  
6 & 8*

**Michael Serneels**

M European Commission, DG EAC, Sport unit Michael Serneels

Michael Serneels is a Senior Policy Advisor at the DG Education, Youth, Sport and Culture – Sport unit, European Commission.



*Dr Marco Silano  
Chair of session 12*

**Dr Marco Silano**

Instituto superiore Di Sanita, Italian Institute of Health

Marco Silano is a MD with a Residency in Pediatrics and Senior Investigator and Head of the Unit of Human Nutrition and Health at Italian Institute of Health. He is Chair of the Scientific Board of the Italian Celiac Patients Association and Member of the Italian National Committee on Food Safety and Nutrition. In JA BestReMap, Marco Silano leads WP4.



*Dr Gregor Starc  
Speaker of session  
5 and at the main  
plenary*

**Dr Gregor Starc**

Faculty of Sport, University of Ljubljana, Slovenia

[Gregor Starc](#) is an assist. prof. at the Faculty of Sport and works as a manager of the Slovenian national system for surveillance of somatic and motor development of children SLOfit. His research interests focus on physical activity, lifestyle changes, obesity and physical fitness of children and youth.

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*Dr Jürgen M.  
Steinacker Chair of  
session 10*

**Dr Jürgen M. Steinacker**

Ulm University, Sports and Rehabilitation Medicine, Ulm, Germany

[Jürgen M. Steinacker](#) is a Specialist in cardiology, sports medicine for cardiac and cancer patients, physiology and muscle biology. Large scale Populations based prevention: “Join the healthy boat”, deals with physical activity and healthy life style in primary school children in the state of Baden-Württemberg, currently 3000 teachers and 110.000 children. Chair of the European Initiative for Exercise in Medicine, Chief Editor of the German Journal of Sports Medicine. 366 original and review papers in peer reviewed journals, Scopus-h-index=44, 7291 Citations (Scopus 04/2022),



*Dr Harry (Yuexian)  
Tang Speaker of  
session 7*

**Dr Harry (Yuexian) Tang**

Imperial College London

[Harry Tang](#) is a Research Associate at the Centre for Health Economics & Policy Innovation (CHEPI) at Imperial College Business School. His research interests lie in health economics and financial econometrics. His current research focuses on the evaluation of health interventions to tackle Childhood obesity. Specifically, he is interested in understanding how individuals and firms react to public policies and industry innovations. He is now working on the Science & Technology in Childhood obesity Policy (STOP) project to evaluate the effectiveness of several industry-led pilot projects and to assess the impacts of the UK Soft Drinks Industry Levy.



*Dr Mimi Tatlow-  
Golden Speaker of  
session 11*

**Dr Mimi Tatlow-Golden**

The Open University UK

[Mimi](#) is Senior Lecturer in Developmental Psychology and Childhood at The Open University. Her research specialises in children and young people’s well-being and rights. A key area of expertise is digital food marketing, on which she has collaborated with the World Health Organization and UNICEF for a number of years, authoring marketing monitoring protocols and multiple reports. She works extensively with European NGOs on digital food marketing including the European Public Health Alliance and the Irish Heart Foundation, and has been invited to present on unhealthy marketing issues at over 40 events on 4 continents.



*Adjunct Professor  
Hanna Tolonen  
Speaker of session  
6 & 8*

**Adjunct Professor Hanna Tolonen**

Finnish Institute for Health and Welfare (THL), Finland

Adjunct Professor (public health) Hanna Tolonen has a PhD in public health and epidemiology, MSc in Statistics. She is working as a Director of the Research Programme on Challenges and Solutions to Population Health and Welfare in the Finnish Institute for Health and Welfare ([THL](#)). She is a vice-president of the European Public Health Association (EUPHA) section on Public Health Monitoring and Reporting. She has worked over 20 years in the field of health information, especially on standardization of health examination surveys.

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*Samuele Tonello  
Speaker of plenary  
part II*

**Samuele Tonello**  
EuroHealthNet

Samuele Tonello works as a Research and Policy Officer at EuroHealthNet since July 2021. He is part of EuroHealthNet research platform, where he focuses on enhancing associate members' knowledge related to EU policy processes and instruments, while also cooperating with the Policy platform to help 'translate' EU policies into researchable actions and to facilitate scientific excellence of EuroHealthNet's outputs. Before joining EuroHealthNet, Samuele worked as a Researcher in Political Science and as a Lecturer Assistant at Victoria University of Wellington, New Zealand, where he focused on democratic theory, social and economic inequalities, and class conflict. He holds a B.A. and a M.Sc in Sociology from the University of Trento, Italy, and a PhD in Political Science at the Victoria University of Wellington.



*Maxime Tranchard  
Speaker of session  
7*

**Maxime Tranchard**  
Paris-Saclay University; INRAE

Maxime Tranchard is a PhD candidate in Applied Economics at Paris-Saclay University under the direction of Olivier Allais (INRAE, PSAE) and Céline Bonnet (INRAE, TSE-R). His interests lie in the field of industrial organisation, policy evaluation, empirical econometry and in some extent epidemiology.



*Karine Vin Speaker  
of session 7*

**Karine Vin**  
Anses Best-ReMaP, WP5

Engineer in food science, Karine Vin has been working for more than 13 years in food safety and nutrition at the French agency for food, environmental and occupational health and safety (Anses). She is now responsible of the Oqali project in France and is in charge of the coordination of the work package dedicated to food reformulation and food monitoring for Best-Remap. She previously managed the workpackage about food reformulation prompting during the Janpa joint action.



*Mr Kevin Volf  
Speaker of Session  
5*

**Mr Kevin Volf**  
University of Limerick, Ireland

Kevin Volf is a graduate student and a research assistant on the Policy Evaluation Network (PEN) project. Kevin graduated from the University of Limerick's Sports Science programme with an Honours degree in 2017. Kevin was accepted into the Health Economics, Policy and Management programme at Karolinska Institutet in Sweden, graduating with a Masters in Medical Management in 2019. While undertaking his studies at Karolinska Institutet, Kevin worked as a research assistant on the Move for Life programme; a programme developed to increase physical activity in older adults. Kevin's research interests include policy implementation evaluation and physical activity promotion.



*Professor Frank  
van Lenthe Speaker  
of session 4*

**Professor Frank van Lenthe**  
Erasmus MC Rotterdam

[Frank van Lenthe](#) is professor Social Epidemiology, with specific expertise in area-based socioeconomic health inequalities and the role of urban determinants contributing to these inequalities. He evaluates natural experiments in deprived neighbourhoods, and increasingly adopts a systems approach in his work, including the development of causal loop diagrams and the modelling of agent-based models. Van Lenthe is also appointed as professor Diversity and Inequality in urban health at the faculty of Geosciences, Utrecht University.

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*Dr Stefanie  
Vandevijvere  
Speaker at the  
main plenary*

**Dr Stefanie Vandevijvere**  
Sciensano

Dr Stefanie Vandevijvere is a senior public health nutrition scientist and her research focuses on nutrition policies for obesity prevention locally, nationally and globally. Her work aims to support the development and implementation of policies to effectively and equitably improve the quality of population diets. In particular she has an interest in the role of food environments in determining people's dietary habits and how to hold governments and food businesses to account for their actions to create healthy food environments to effectively reduce obesity. She is a member of the leadership team of the International Network for Food and Obesity / non-communicable diseases Research, Monitoring and Action Support (INFORMAS), which aims to monitor, benchmark and support public and private sector actions to create healthy food environments and reduce obesity and non-communicable diseases. She is leading the implementation of the Healthy Food Environment Policy Index (Food-EPI) to measure extent of implementation of recommended actions to create healthy food environments by governments internationally. She holds a PhD from the Université Libre de Bruxelles (2012). She is also affiliated with Wageningen University and Research (Chairgroup Global Nutrition) and the University of Auckland (New Zealand). She has more than 180 peer reviewed publications.



*Dr Israel Vieira  
Speaker of session  
13*

**Dr Israel Vieira**  
Imperial College London

[Israel Vieira](#) is a Senior Software Engineer working on the design and implementation of stochastic simulations models at the Imperial College Business School. He is current developing a policy simulation tool as part of the STOP project, which will simulate the impacts of a range of interventions tackling the obesity epidemic across Europe. Israel has a PhD in Operation Research and an MSc in Software Engineering, his interests are on simulation modelling, software craftsmanship, distributed software systems, motorsport racing strategy, healthcare services planning, and rambling in the countryside.



*Dr Ioana Vlad  
Speaker at the main  
plenary*

**Dr Ioana Vlad**  
World Cancer Research Fund International

[Ioana Vlad](#) is Policy Research Manager at World Cancer Research Fund International, where she is collaborating on the CO-CREATE project and specifically working on monitoring and benchmarking nutrition and physical activity policy environments in Europe. She has a PhD in public health policy from London School of Hygiene and Tropical Medicine.



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*Karen Watson*  
Speaker of session  
11

**Karen Watson**  
Imperial College London

Karen E. Watson specialises in understanding how data, communications and culture can be deployed to create demand and desire for change. She has an understanding of how norms are formed and influenced, especially by policy and popular culture. She is a proved strategic communications executive with a background informed by a deep experience as a journalist, public policy advocate and corporate executive at the world's largest market research firm. She works as a consultant to business, government, social enterprise, multi-lateral organizations, advocacy groups and academics on the combined use of grassroots techniques, market research and policy patterns to create organizational change. As founding Managing Director, Watson established a business vertical at Nielsen to sell data, analytics and solutions to the government and public sector in order to match the interests of public policy entities, domestic and global, to Nielsen's broad array of information and services. She was the primary driver and strategist behind the innovative "Drink Up" project, a national public health campaign to encourage Americans to drink more water. Prior, she was Chief Communications Officer at Nielsen. Savoy Magazine named her one of the 100 Most Influential Black business executives in America. Watson has more than 30 years of experience in policy, public affairs, government relations, media and marketing. As head of the public policy office for Echostar, during the introduction of satellite TV, she advocated for competitive choice for consumers. As chief communications officer for the FCC during the mid 90's, she translated complicated communications policies during the revision of the 1930 Telecommunications Act, Watson's early career was as a journalist for PBS, National Public Radio and The MacNeil/Lehrer Report. Watson is also a visiting researcher at Imperial College Business School in London, where she works at The Centre for Health Economics and Policy Innovation. She has lectured graduate students at McGill University, Oxford University, Tufts Friedman School of Nutrition Science and Policy, and Columbia University. She has served as a delegate to the Organization of Economic Cooperation and Development (OECD) and as an expert witness to the World Health Organization (WHO). She is an investor in Farmer's Fridge and an executive board member of The Center for Good Food Purchasing, the Gold Foundation and an advisory board member of several food and tech startups. She also advises Esther Dyson's Wellville initiative and the Obama Foundation's effort on Civic engagement.



*Janine Wendt*  
Speaker of session  
10

**Janine Wendt**  
University Hospital Ulm, Department of Internal Medicine, Division of Sports and Rehabilitation  
Medicine, Germany

[Janine Wendt](#) is a health scientist and epidemiologist working as a PhD student at the University Hospital in Ulm, Germany. As part of her doctoral research, she investigates barriers and facilitators to the implementation of health promotion policies in the school setting. At PEN she is involved in the working groups WP6 "Policy in practice" and WP4 "Policy implementation evaluation", where she has conducted e.g. stakeholder studies using the "Theory of Change" approach.

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*Dr Kremlin  
Wickramasinghe  
Speaker*

**Dr Kremlin Wickramasinghe**

WHO European Office for the Prevention and Control of Noncommunicable Diseases

Kremlin is the Acting Head, [WHO European Office for the Prevention and Control of Noncommunicable Diseases](#) which is an integral part of the Division of Country Health Programmes, WHO Regional Office for Europe. He also leads the Nutrition, Physical Activity and Obesity Programme which is responsible for providing support to the 53 Member States of the WHO European Region on the implementation of the European Food and Nutrition Action Plan & the Physical Activity. Prior to this position he worked as a Technical Officer on Noncommunicable Diseases (NCD) Risk Factors, since 2017 in the same office. Before joining WHO, he was a researcher and the co-director of the WHO Collaborating Centre on Population Approaches to NCD Prevention at the University of Oxford, United Kingdom. He co-edited the text book “An Introduction to Population-level Prevention of Non-Communicable Diseases” published by the Oxford University Press. He has a special interest in multisectoral responses to health promotion, quantifying the outcome of health policies and implementation research. Kremlin graduated as a medical doctor with MBBS from the University of Colombo. He holds an MSc in Global Health Science and a DPhil (PhD) in Public Health from the University of Oxford.



*Professor Catherine  
Woods Chair and  
speaker of session 5  
and at the main  
plenary*

**Professor Catherine Woods**

Physical Activity for Health Research Cluster, Health Research Institute, Department of Physical Education and Sport Sciences, Faculty of Education and Health Sciences, University of Limerick, Limerick, Ireland

[Prof Catherine Woods](#) is Chair of PA for Health in the Department of Physical Education and Sport Sciences at the University of Limerick (UL). She is a member of UL's Health Research Institute, and Director of Collaboration & Internationalisation within the Physical Activity for Health Research Cluster in UL. Prof Woods' research cuts across the HRI themes of lifestyle, health and technology. She enjoys developing and testing theoretically sound interventions to change population levels of PA, and seeks better, more systematic methods of bringing research, practice and policy closer together to achieve real and sustainable impact. Prof Woods believes that PA is a best buy for public health as it has the potential to improve health and wellbeing for everyone, irrespective of age, ability or condition. Prof. Woods is the Deputy Coordinator of the PEN project, and chair of WP1 Task 1.2 tasked with leading on the development of a Physical Activity Policy Environment Index (PA EPI) – a monitoring framework to assess government policies and actions for creating a healthy PA environment.



*Professor Hajo Zeeb  
Chair of session 10*

**Professor Hajo Zeeb**

Leibniz Institute for Prevention Research and Epidemiology – BIPS, Germany

[Hajo Zeeb](#) is Professor and Head of the Department of Prevention and Evaluation at the Leibniz Institute for Prevention Research and Epidemiology – BIPS. His main research interests lie in the field of social and environmental /radiation epidemiology as well as in Evidence based Public Health. He is involved in numerous studies implementing and evaluating preventive interventions and policies. Hajo is speaker of the interdisciplinary Leibniz-Science Campus Digital Public Health Bremen.

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*Mashid Zolfagari*  
*Speaker of session*  
*4*

**Mashid Zolfagari**  
University of Oslo, Norway

[Mahshid Zolfaghari](#) has a master's in system dynamics from University of Bergen. She has been putting her skills to use on the PEN project for the last year and a half, applying system dynamics to better understand the mechanism by which the European school fruit and vegetables scheme affects children's fruit and vegetable consumption. She is currently a PhD student in public health nutrition at the University of Oslo, where her project employs a system dynamics approach to assess the adoption, implementation, and impact of the Norwegian school fruit scheme. She is dedicated to applying the system dynamics approach to better understand the systemic challenges facing school-based nutrition policies.



*Hanna Kristina*  
*Jakobsen Panellist*  
*of session 2*

**Hanna Kristina Jakobsen**  
CO-CREATE Youth TaskForce

I've been a part of the CO-CREATE Youth Task Force since June 2020 and I've been active in youth NGOs (Press - Save the Children Youth, Changemaker, Nature and Youth and Greenpeace) since 2016. Through these organisations I have participated in several national meetings, seminars, campaigns and projects with themes varying from youth engagement, health, environment and children's rights.



*Speaker of session*  
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**Albert Aszalos**  
Semmelweis University

Albert Aszalos has been working for the Health Services Management Training Centre of Semmelweis Medical University in Budapest since 2012. He is the head of communications for the Best-ReMaP project and has been in the same role for other EU projects including the Chrodis Plus Joint Action on chronic diseases (chrodis.eu), the Health Workforce Planning Joint Action (healthworkforce.eu) and the AMR DetecTool project (amrdetect.eu). He was also the coordinator of an expert group for a WHO global health workforce planning project - the NHWA. Degrees: MA in Economics, MPhil in International Law, Executive MBA and MSc in Data Science.



*Speaker of session*  
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**Tiina Sirkjärvi**  
Finnish Institute for Health and Welfare (THL)

Tiina Sirkjärvi is involved in substance work packages of Best-ReMap including monitoring, marketing for children and food public procurement.